

kw

YOUR GUIDE TO SELLING



Homes
OF NOCO GROUP

kw PREFERRED
REALTY
KELLERWILLIAMS

**Visualize your
dream scenario for
selling your home.**

What's the one thing that
has to happen to make that
dream scenario a reality?

**How can I make that
happen for you?**

**Why is that
important to you?**

If we could add just one more
thing to make this process
even better, what would it be?

**Why is that
important to you?**



Your Needs Come First

The Process

**The real estate transaction is complex -
and navigating you through every step of
the sale is my expertise.**



- Initial meeting, walk-through and needs analysis
- Sign listing agreement
- Prepare your property for sale: staging, photography, etc.
- Launch "coming soon" marketing campaign
- Establish a competitive price
- Officially list your property
- Launch "just listed" marketing campaign
- Start showing your house and hold open house
- Receive and present offers
- Negotiate contract
- Go under contract
- Begin title review
- Facilitate inspection process
- Negotiate any issues
- Oversee appraisal
- Coordinate and prepare for further inspections
- Final walk-through
- Closing Day!

My App: The Seamless Way To Sell

Guide

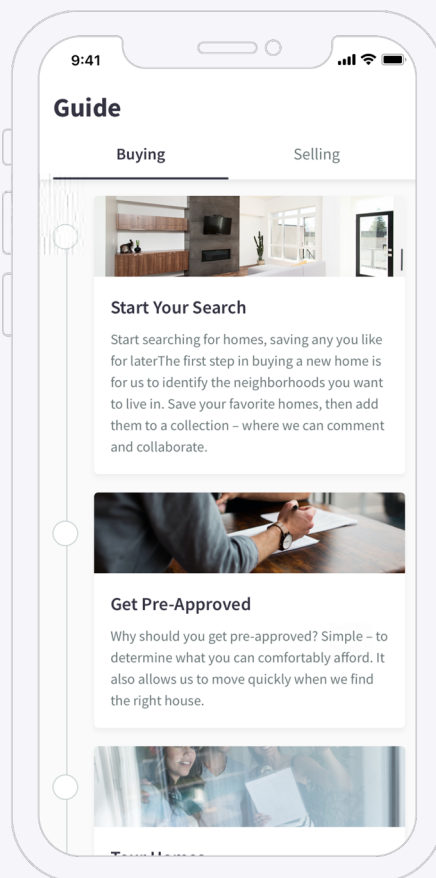
When middle-of-the-night questions come up and you want real-time information about the status of your transaction, **Guide** is your go-to. **Guide** informs you on the action plan for every step of the selling process. Paired with my expertise, you'll know where we're at, what to do and what's ahead.

Neighborhoods

Get real-time stats on your neighborhood and understand at a glance which nearby homes are selling and for how much. Then, take a peek at any neighborhood across the country to view lifestyle and market trends, local restaurants and more.

Feed

Even after closing, keep tabs on all things real estate with **Feed** - your source for neighborhood updates, emerging market trends and more. And, when you're ready to buy or sell in the future, I'll be ready to help.



Now, selling your property and keeping in sync with me has never been simpler.

My app makes achieving your real estate goals more accessible than ever before. Get to know my favorite features before you take it for a spin.



Ready to download my app?

Head to app.kw.com/KW1817Q0

Your Custom Marketing Plan

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

Digital Marketing That Drives Results



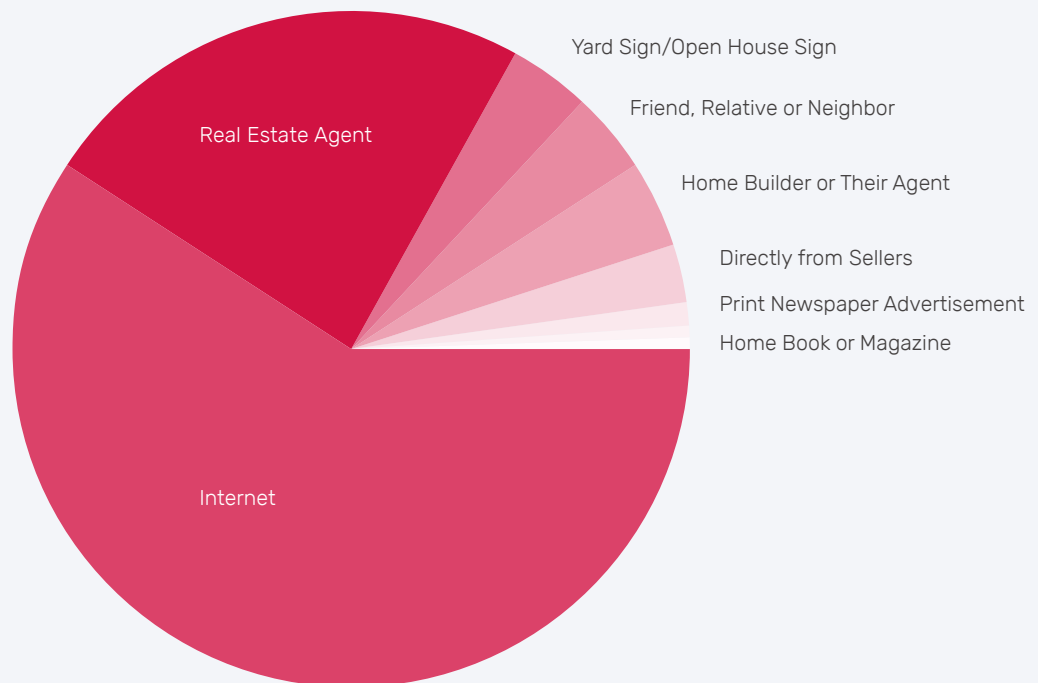
Finding Your Buyer

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS®

Profile of Home Buyers and Sellers 2018



Best- in-Class

Promotional Assets



Smart, Targeted Networking

From dynamic fliers, to lead-optimized landing pages, to beautiful postcards, or even 3D virtual walkthroughs, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

Your Media Plan

Stay Tuned
COMING SOON



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JUST LISTED
IN COLORADO SPRINGS



PROPERTY DETAILS: This manufactured home has plenty to offer and is a great deal! This home sits on a lot that has a 2 car carport, a covered front porch, 2 bedrooms with 2 car covered spaces, the walking distance of 4th grade has a host lot of trees leading to the covered front wood porch with plenty of room to add a swing set for relaxation.

THE KW Group at Keller Williams Partners | (719) 533-8091 | info@colorado.kw.com | connect@colorado.kw.com

Property Brochure

Develop a property brochure to be distributed during property showings

Just-Listed Postcard

Send a targeted just-listed digital postcards to the surrounding area, and similar neighborhoods

Coming Soon and Just-Listed Email

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers

Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers

Custom Property Website

Create a dedicated website for your property to support highly targeted marketing efforts

Agent Website Property Feature

Showcase your property on my professional website

Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers

Strategic Promotion:

Coming-soon campaign

- Walk-through and needs analysis
- Professional photography
- Professional yard signage
- "Coming soon" email blast to database
- "Coming soon" social media touch on Twitter, Instagram and Facebook
- "Coming soon" callout campaign to highly qualified buyers

Just-listed campaign

- Launch listing on KWLS, MLS, and other syndication websites
- Professional yard signage and takeaway fliers
- "Just listed" email blast to database
- Custom landing webpage and funnel campaign promoting open house
- "Just listed" social media video on Twitter, Instagram and Facebook
- "Just listed" callout campaign to highly qualified buyers
- Open house 3-5 days after listing or as agreed upon



Open House Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.

- Placing a yard sign and directional signs on key corners, with balloons and riders (if allowable)
- Getting on the phone the morning of the open house to remind everyone about attending
- Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers
- Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends



Captivating Pre-Listing Tips

Pre-listing tips is what creates a "wow factor" when a buyer walks through the door of your property. It's what creates an emotional response and can often influence whether or not an offer is made.

It's in the Details

EYE-CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood – and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way – by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

YOUR LISTING, AMPLIFIED

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

DOOR-KNOCKING

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

HIGH-QUALITY PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

3D VIRTUAL WALKTHROUGH AND VIDEOGRAPHY

3D virtual tours and/or video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market. We will discuss what is best for your home!

MASS MOBILE MARKETING

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!





OUR TEAM

Leaders in the real estate industry **since 2008**, Homes of Colorado Group has built a collaborative, elite family of professionals, who are experts in Colorado and across the country. In the past 24 months our team has sold nearly 150 homes, specializing in residential/commercial real estate, luxury properties and worldwide relocation. In 2020 our team had a **powerful 22.5 million in sales volume**, making us one of the most successful real estate firms in Colorado and the Nation. NAHREP (National Association of Hispanic Real Estate Professionals, a national group and reporting agency, ranked our team as **TOP 50** in our region. With offices in Colorado, and across the world, we are collectively making a difference in the lives of our local community.

Nearly 150
HOMES SOLD

**TOP KW BROKER
IN AMERICA**

**ETHICS
PROFESSIONALISM
COMPASION**



THE THOUSAND

It was recently announced that our team qualified to be recognized among the top 1,000 agents/teams across all brands and companies in the entire country! We have also qualified to be recognized in America's Best which will be featured in The Wall Street Journal later this year!

Credentials & Awards

2013 KW becomes the largest real estate franchise in North America

2014 KW tops 100,000 in associate count

2015 KW named world's largest real estate franchise by agent count

2017 KW Labs, the innovation hub of KW, launches



2018 KW releases Kelle, a proprietary AI-based personal assistant for agents

2019 KW releases Command, a CRM-plus solution with a suite of apps hosted on the Keller Cloud

2019 Named #1 Most Innovative Real Estate Company by Fast Company

Leading the Industry



When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

- WIN-WIN** or no deal
- INTEGRITY** do the right thing
- CUSTOMERS** always come first
- COMMITMENT** in all things
- COMMUNICATION** seek first to understand
- CREATIVITY** ideas before results
- TEAMWORK** together everyone achieves more
- TRUST** starts with honesty
- EQUITY** opportunities for all
- SUCCESS** results through people

"Chandra helped us sell our home and purchase a new build. She helped negotiate wonderful deals on both sides and her expertise and knowledge helped us feel comfortable that we were making the right decisions. She's really in this profession because she loves seeing families get into homes they love. She follows up regularly and we will recommend her to anyone!"

"Highly recommend Chandra! My husband and I reached out to her after we drove by a house we fell in love with. We ended up putting in an offer for the house (before even listing ours) and Chandra helped move everything along so seamlessly so that we could coordinate getting our house on the market quickly. Our offer was accepted and part of the agreement was that we had to have our house sold by a certain date. She had us an over price offer before our deadline! All of her help and knowledge along the way was a great asset. We really felt like she went above and beyond in so many ways for us to help get our new house and sell our old one. Not only was she there for us every step of the process during the buy/sell, but we had some issues months after purchasing our home and we reached out to her.... she was still there for us! Absolutely awesome person and realtor, definitely would use her again in the future and recommend her to everyone."

"Chandra is amazing! She goes above and beyond to help her clients ! Mrs. Martinez was our realtor in 2019 and helped us find our dream home! I highly recommend Chandra Martinez!"

A Promise ◀◀◀

To serve the community as a leader in the real estate industry and as a friend and neighbor

To always do the right thing, even if it isn't what is easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small

To serve as a trusted local expert and adviser by your side

To consistently and clearly communicate with you in the manner and frequency that you prefer

To treat you and your family with straightforwardness, integrity and respect at all times

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond

To hold myself accountable to selling your home for top dollar - after all, that is what my business is built on



Selling Safely

As committed as I am to getting you the best possible offers on your home, I'm even more dedicated to keeping you and your property safe in the process. Below are some of the precautions I am taking to maximize the safety of your living space.



These safety measures are standard for all transactions, but I am more than happy to honor any additional precautions you have in mind.

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VIRTUAL SHOWINGS

During the initial phase of the listing process, I will minimize the number of people entering your property by hosting virtual open houses via either a live streaming service or a prerecorded video uploaded to my website and social media pages. If you choose to hold a more traditional open house, we can work together on specifics to make it as safe as possible.

SOCIALLY DISTANT TOURS

Serious potential buyers who show proof of prequalification and agree to follow safety guidelines can schedule an in-person tour. The safety guidelines include:

- Maximum of four people per appointment (five including myself)
- General symptoms assessment upon arrival (including temperature check)
- Masks to be worn over the nose and mouth at all times while on property
- Disposable shoe coverings to be worn at all times while inside the house
- Appointments will last no more than an hour
- Majority of discussion will take place in well-ventilated areas
- High-touch surfaces will be disinfected after showing
- All follow-up paperwork will be conducted digitally

CONTACTLESS TRANSACTIONS

All showing requests, offers, and as much of the closing process as possible will be handled digitally. Any necessary in-person interactions will take place in well-ventilated areas following social distancing guidelines.

Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions - from listing to closing - I will work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent - you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.

The Bottom Line



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Here's how you can
get in touch with me

(303) 908-5915

chandramartinez@kw.com
www.HomesofCO.com
My app: app.kw.com/KW1817Q0



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